

Helping to Grow a Citizen-Friendly Warsaw



The opinions of consumers who use our technology on a daily basis can be invaluable, providing inspiring ideas with the potential for implementation. We recently took part in an initiative in Warsaw which aims to source the best creative ideas from the public, revealing some interesting attitudes to payment methods for public transport. The Open Warsaw project reaches out to the creative talent in Warsaw to source their ideas on how to grow a citizen-friendly city. Open Warsaw platform users share their ideas in various categories, including; Green City, Heart of Warsaw, Public transport, Culture and Sport.

Every single idea is evaluated by the jury, which includes City Hall representatives. The jury chooses the best proposals with the biggest chances for successful implementation. The originators are awarded and their ideas could be implemented in real life, making a huge impact on the city.

A Vision for Easier Transport Payments

MasterCard was especially interested in Warsaw inhabitants' vision for forms of payments in the public space, including transportation or parking. It turns out that Warsaw residents do not want to be limited to cash payments for public services and would prefer to pay how they want and where they want. They want to pay by card for public transport and would like to see a universal mobile application for purchasing tickets online.

Michał Skowronek, Head of Market Development for CEE, says; "Internet users have given us their vision of the future of Warsaw, where public transport tickets can be purchased by mobile or contactless. Their creativity, combined with a reasonable planning, surprised us positively. The implementation of those ideas would be a very exciting challenge for us."